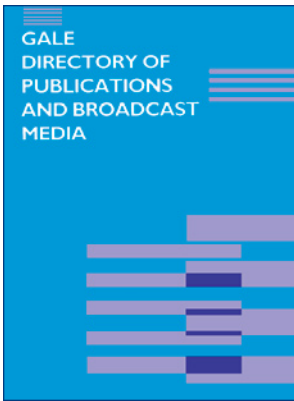


Gale Directory of Publications and Broadcast Media

Now online on Gale Directory Library



Available Nov. 07 *Gale Directory of Publications and Broadcast Media* has been the definitive source for media information since 1969. The premier directory for up-to-date data, it contains more than 57,000 listings for radio and television stations, cable companies and print media publishers. Detailed entries provide full contact information, including address, phone and fax numbers, e-mail addresses and Web site URLs; listings of key personnel, including feature editors; owner information; hours of operation; publications or networks carried; and much more.

Providing access to information on U.S., Canadian and international media outlets, *Gale Directory of Publications and Broadcast Media* also includes ad rates, circulation statistics, local programming information and other essential data. Now online through the *Gale Directory Library*, this information is now quickly and easily retrieved through multiple access points, including publisher, subject, format, geographical location, frequency, circulation and more.

Real-world applications might include:

- Journalism students seeking internships and prospective employment opportunities can generate a list of newspapers and television stations in any number of geographic areas, including contact names and addresses, and export this data to a handy, sortable list for resume submission
- Public relations and communications professionals can easily compile an up-to-date list of targeted media outlet contacts for submission of press releases
- Agency media buyers interested in advertising in specific markets through particular channels can quickly generate target lists within their budgets and sort them by ad rates and circulation statistics
- And many others

Please contact your Gale Representative.

In the U.S. and Canada: 1-800-877-GALE or
visit www.gale.com/DirectoryLibrary

Outside the U.S. and Canada: Visit www.gale.com/world
for a list of Distributors and Sales Offices.

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ABOUT GALE DIRECTORY LIBRARY

With *Gale Directory Library*, researchers can use state-of-the-art functionality to perform a range of data sorting, filtering and exporting. These innovative features, unlike anything seen previously from our directories, make *Gale Directory Library* the essential tool for research.

- **Find contacts** — Finding a company, person, publication (or other kind of entity) is easy. Basic search lets users quickly look up names, search by keyword, and browse the full text of your directory holdings.
- **Generate lists, analyze trends** — Export search results and use them in programs like Excel or Word, making the creation of mailing lists a snap.
- **Cross-searchable** — Search across our growing number of directory titles. Each directory can be searched individually by its own unique data fields, or search the entire directory collection.

Additional benefits of *Gale Directory Library*:

- Use it like a database; buy and own it like a book collection
- State-of-the-art search, sort and export features
- Available 24/7 from any Internet connected computer
- Choose the directory titles you want, and own the data
- Print, e-mail or download individual entries
- Entries include hot-linked Web sites and e-mail addresses
- Export results to analyze data or generate mailing lists
- Includes more data than print version, when appropriate
- Marked items lists let you select entries to generate custom results
- Available backfiles provide historical data
- Growing list of available directories